

This Week

MAGAZINE

NEW YORK
Herald Tribune
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JANET LEIGH in Africa: The crocodiles didn't scare her. See Page 16

PREDICTED BY

ELECTRONIC BRAIN: **It'll Be The Dodgers Again In '56**

Great Men I've Never Met

By EDWARD L. BERNAYS

Change is constant.

— BENJAMIN DISRAELI

Most of us are interested in greatness. I like to study how men and women achieve greatness in one way or another.

Occasionally I am asked to draw up lists of outstanding people. Over the years such efforts have taught me one important thing: It is relatively easy to "pick the winners" at a given moment . . . but you can never pick the long-time winners with any certainty because now winners are always just around the corner. The more you think about it the more exciting this idea becomes:

Not long ago, for example, a distinguished editor asked me to make a list of the 20 Americans now living who will have the greatest influence on Americans in 1976. On the surface, it seemed a simple job—a survey of leaders of the important segments that make up our society, a study of top names in the current news and an attempt to appraise their influence for the future.

But then, after I had done this, I thought, "Suppose I had been asked to pick a similar list back in January 1492?" At that time, I would certainly have misread Columbus whose voyage of discovery in that year turned history upside down. Or for that matter, Beethoven, Bach and Shakespeare. Or if it had been in 1792, I would surely have known nothing about Eli Whitney whose invention of the cotton gin the following year changed the destiny of the United States. Or Thomas Edison, or Lee De Forest, or Alexander Graham Bell.

This is what I mean when I say that a winner is always around the corner. By the time a "great man" becomes known, someone else, then obscure, may already be perfecting an even greater contribution in the same field. Always coming up from beyond the horizon are other leaders yet unknown.

This thought helps keep our thinking young and our spirits humble because it makes us realize that we must never stand still to respect only the present or the past.

We can always be sure that somewhere today, perhaps in our very neighborhood, somewhere down the street, is a still unknown Galileo, Newton, Goethe, Einstein, Schweitzer or Freud whose quiet work will change ideas and things that have seemed unchangeable.



Garry Fries

AUTHOR: "Always coming from beyond the horizon are other leaders..."

Sidelines

PUBLICIST. Edward L. Bernays, author of today's Words To Live By, is a man of many distinctions. Widely known as "U.S. Publicist No. 1," he has written many books and magazine articles, has served as an official in several branches of the government, and has been an advisor to U.S. Presidents. Besides all this, he is a nephew of the late Sigmund Freud.

DATA ON "DATATRON." On Page 10 you'll find "Electronic Brain Picks The Pennant Winners," by A. E. Housholder. We'd like to point out to statistically minded readers that the word machine arrived at its conclusions in three minutes—after researchers spent three weeks compiling the data that was used. It did an even faster job (eight seconds) when last fall it correctly predicted four Bowl winners. In case you're interested, you can rent the "Brain" for \$100-plus an hour.

VARIETY. In next week's big issue you'll learn when—and when not—to start a lawsuit; how a fantastic propaganda trick may have wrecked Hitler's plans to invade Britain in 1940; what former Vice-President Henry A. Wallace wrote in response to a recent *Time* article on Vice-Presidents. —THE EDITORS

This Week

THE SUNDAY MAGAZINE

United Newspapers Magazine Corp.
420 Lexington Avenue, New York 17, N. Y.

William L. Nichols,
Editor-in-Chief and Publisher

Stewart Beech, Executive Editor

Earl M. Cavington, President

John C. Sterling, Chairman of the Board

April 15, 1956

Cover by Herb Sharp

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FOR A BETTER AMERICA



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THE CERFBOARD



"Mouse-Made Genius"

By BENNETT CERF

Nobody begrudges a man an initial success, but if he dominates his field too long, and wins too many honors, a fickle public sometimes gets a bit bored with him, and clamors for new gods to adore.

Walt Disney is a case in point. He has collected Academy Awards and other tributes with such monotonous regularity that doubting Thomases have sprung up to whisper, "How much of the talent is Disney's, how much of that of the unsung people around him?"

Recently, at a Hollywood party, I boasted that I was at lunch with Walt in his private office — located, appropriately enough, at the corner of "Dopey Drive" and "Mickey Avenue." The producer (competitor, of course) told me, "If I never hear another word about that mouse-made genius, it will be too soon."

One creation of Walt Disney's, however, that nobody can belittle, nor credit to anybody but himself, is Disneyland, the wonderful 160-acre play park he opened some miles south of Los Angeles on July 18, 1955. Here is a Coney Island of the atomic age—a continuous carnival made magical with infinite care, soaring imagination and, fast but not least, over \$18,000,000 in cash. It is Disney's wildest, most improbable dream come true. "This time," said one of his assistants, "the boss hasn't expended; he's exploded!"

Characteristically, Disney brushed aside attractions already in existence, and spread out on his desk plans for wonders to come. "Here's a model for a giant chair lift," he enthused, "that will whisk you from one end of Disneyland to the other. And here's where we're going to build Tom Sawyer's island. The only way kids can get to it will be by raft!" In his own mind, Disney obviously remains a kid himself—that, I think, is the secret of his unique appeal.

Of Disneyland's myriad distractions, what delighted me most was a replica of the Main Streets both Walt

and I knew in our boyhood. Horse-cars and surreys with a fringe on top meandered from the railroad depot past the grocery house. Here was a grocery store with pot-bellied stove, coffee grinder and cracker barrel; there an ice-cream parlor with penny jawbreakers and licorice shoelaces—just as I remembered them!

"This script," I whispered to my wife, Phyllis, "must have been written by Horatio Nostalgia, Jr.!"

What do you think Walt Disney was most insistent that I see? A pair of Sardinian donkeys! They were his very first purchase for Disneyland—when it was just a sketch on his drawing board 15 years ago. One donkey is named Prince Charming (who bites everybody), the other Snow White (who just doesn't give a darn).

Walt told me with some respect that Prince Charming has kicked 200 horses since the park opened, and is still going strong.

The last straw. One thing court-in couples will seek in vain at Disneyland is an old-fashioned Turned of Love. Maybe Walt Disney heard about the gangly Dakotans who took his gal to Coney Island, and came home enthusiastic about everything but that Turned of Love. "A bum deal," he scoffed. "It was dark, damp, lonesome, and worse still, we got soaking wet."

"Wet!" echoed his paw. "Did the boat leak?"

The youth looked surprised, and asked, "There's a boat?"

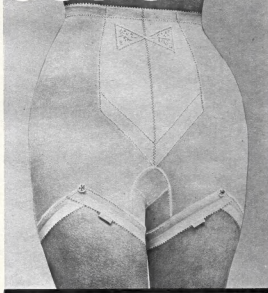


Steamboat through Disneyland



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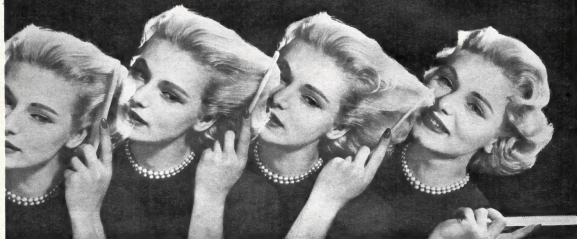
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Stag lines

Off the air—
Schenkel wears
a cable stitch



Steve Follmer

Classic On The Court

By BERT BACHARACH

In many parts of the country, nets are going up on the tennis courts and men are out trying to unlimber the old backhand. Once again, one of the most popular items of tennis wear will be the perennial cable-stitch sweater. It's worn above by sportscaster Chris Schenkel, who likes to be out on the court when not on the air.

Helpful Hints: It's not easy to get hair out of a brush before washing it, but the notched edge of an old safety razor (minus the blade) will do the job. . . Tar will come off the hands if you rub them with lard, then wash with soap and water. . . Put a warning mark on bureau drawers' top edges with red nail polish — to keep from pulling them out too far and spilling the contents. . . Easy way to remove wallpaper: Apply solution of warm water and laundry starch; allow to set for ten minutes; scrape off with wide-blade knife.

In The Stores: The fine Air Force type of sun glasses, which has been a big seller among non-fliers, has been modernized in design. It has the same lenses — but with a smarter and more-conventional look. . . One of the best men's colognes is now available in a pressurized container with an ingenious spray top. Simple to use and economical.

Word To Wives: Tiny, beautiful ashtrays are decorative — but if you want to keep ashes off your furniture, give us men those king-sized ones instead. When flicking cigarettes, we're not expert marksmen! . . . Even the most glamorous doll loses us as an admirer when she combs her hair at a restaurant table. Her stock drops, too, if she goes out with pin curlers in her hair.

Weighing In: It's convenient to know the weight of your luggage in advance before you start on an airplane trip. However, many bags are too large to fit on a home bathroom scale. Best way around this difficulty is to step on bathroom scale while holding the luggage — see drawing (1) — and note the overall weight. Then weigh yourself (2). The difference in readings will be luggage weight.



People: Renzo ("The Centinental") Cesana predicts that men's summer suits, within three years, will be short-lived! . . . Real estate man Albert Mintzer wants manufacturers to stamp dates on flashlight batteries.

TENDEREST CAKE

I Ever
Tasted!



... More people are getting the Herald Tribune HY GARDNER habit because the man who hears everything about everybody who's anybody is (1) never malicious (2) always careful to check his facts (3) consistently varied. See any weekday's Herald Tribune



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 Drake Home Appliances, Inc. 118 Fulton Street
 Ehrmann, G. 1008 Sherman Avenue
 Fox Distributors 114 Liberty Street
 Gutz, T. A. 2 East 43rd Street
 Klingenstein Supply Co. 35 Avenue A
 Kunkin Brothers 33 Third Avenue
 Max Goldfarb & Son, Inc. 104 St. Nicholas Avenue
 Rosen-Clara, Inc. 9 West 45th Street
 Schneider Radio 414 West 114th Street
 T. A. 356 Second Avenue
 T. & S. Radio & Electric Co. 6 East 32nd Street
 Weisner-Mark, Inc. 345 East 14th Street

BRONX

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 Barick Television Co. 714 Convent Avenue
 Community Appliances Stores 3402 Jerome Avenue
 Conscience Radio Corp. 361 East 190th Street
 Creston Television Distrib. 110 East 180th Street
 E-Z Radio & TV 344 East 190th Street
 Kingstoner Moe's Mart. 145 W. Kingstoner Road
 M. Carroll Appliances Corp. 481 East 191st Street
 N. H. TV & Appliances Bureau 1305 Walton Ave.
 Olshansky Approved Appl. Co. 301 White Plains Ave.
 Pines Television Radio 2122 Westchester Avenue
 Rex Radio & Television 340 Jerome Avenue
 Rex Radio & Television 1800 Convent Ave. (East)
 Rex Radio & Television 1111 Boston Avenue
 Rex Radio & Television 1800 Convent Ave. (East)
 T. & S. Radio & Electric Co. 345 Morris Park Ave.
 West River Appliance Corp. 401 White Plains Ave.
 West River Radio Service 135 Foster Road
 Weiss Brothers 345 East 14th Street

BROOKLYN

Brenner Radio, Inc. 480 New Lots Avenue
 Brenner Radio, Inc. 410 10th Street
 Brenner Television 1001 Flatbush Avenue
 Brooklyn Radio & TV 101 Flatbush Avenue
 Bergey's 1171 Fulton Street
 De Radio & Television Co. 124 Court Street
 Edelstein Field Radio 1611 Bedford Avenue
 Foreman Home Appl. 124 Court Street
 Home of Abraham 402 Butler Avenue
 Hassenfeld Bros. C.A. 411 10th Avenue
 Harari & Rand 302 Bedford Street
 Hirschfeld Bros. 302 Bedford Street
 Hirschfeld Radio & Television 413 Avenue D
 Hirschfeld Radio & Television Co. 48 Lafayette Ave.
 Promet Radio & TV Co., Inc. 422 Avenue M
 Pines Television 181 Court Street
 Pines Television 181 Court Street
 M.D. Radio & Television 303 Fulton Avenue
 Sager Electronics Inc. 144 West 19th Street
 Ultra Television 186 Flatbush Avenue
 Jay Radio Service Astoria

QUEENS

A. & B. Stores, Inc. Astoria
 Barry Television Co. Astoria
 Barry Television Bayville
 Artie Purr Corp. Bayville
 A-1 Purr & Record Shop Corona
 Corona TV & Radio Sales Flushing
 Radio Exchange Hollis
 Radio Credit Jackson Heights
 Remmer Television Jackson Heights
 Queensboro Radio & TV Shop J.C.
 Edward T. Werner Co. Queens Village
 Lyle Radio & Television Roseland

NASSAU

Burke Television Bellmore
 Video Shop Coney Island
 Fox Radio & Television Ford Farm
 Garden City Music Center Garden City
 Barry's Manhattan
 H. D. Television Corp. Lawrenceville
 H. D. Television Corp. Manhattan Beach
 Bristol Radio Service Oyster Bay
 Long Island Radio & TV Westbury
 Siegel's Westbury

SUFFOLK

Dennis's Hardware Store Center Moriches
 Jackson Radio & TV Corvett
 H. D. Radio & TV Shop Lido Beach
 Larry McDonald TV Serv. Ronkonkoma

WESTCHESTER

Piedmont TV Serv. Rosetonville
 Plaza Radio Co. Valhalla
 Circle Radio Co. Valhalla
 American Radio New Rochelle
 Hunter's TV & Radio Tuckahoe
 Andrews Radio Shop Yonkers

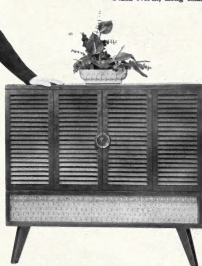
UP-STATE NEW YORK

Charles W. Hill Beacon
 Donald Radio Shop Cornwall and Newburgh
 Kennedy Radio & TV Port Jervis
 DeSmet Television Poughkeepsie

NEW JERSEY

T.V. Service Bayonne
 Buys Television Company Bayonne
 Pauline Brothers Bloomfield
 Ace Radio & TV Service Bradley Beach
 A. Pond Clifton
 Tri-Bell Television Clifton
 C. H. Simmons East Orange
 Jersey Radio Etc. Co. Elizabeth
 Jay & Don Electrical Supply Elizabeth
 A & C Partridge Co. Little Ferry
 Port Lape Newark
 All State Television Newark
 J. Peter Partridge Co. Marlton
 Pioneer Department Store Marlton
 Hawthorne Appliances Marlton
 Brown's Hoboken
 Brunswick Furniture Co. Jersey City
 Partridge Supply Co. Jersey City
 W. Radio & Television Jersey City
 Williams & Corley Lakewood
 Pelmore Appliances Center Long Branch
 M. H. Williams & Co. Long Branch
 Clinton Radio & TV Service Morristown
 Angelo TV Sales & Service Newark
 Wilkin Newark
 Sears Watchmakers & Jit. Box Store Newark
 Wilkin Newark
 Marx Radio & Appliance Co. Newark
 Torrey TV & Appliance Service Newark
 Volinsky Radio & TV Service Newark
 John Vignelli & Co. Newark
 Reart Bell Furniture Co. New Village
 Lewis Bros. Plainfield
 Newark Del. Furniture Co. Plainfield
 Kohn's TV Center Plainfield
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Your Wife Is Your Business Partner

By LESTER AND IRENE DAVID

Management is suddenly getting interested in the girl you married. She can make or break your career

A growing trend is evident in American industry these days and it's concerned, oddly enough, with love and marriage.

Companies are looking beyond the man at the desk or machine and giving long, earnest scrutiny to the woman at the kitchen sink. The reason: Top-level executives of corporations and management-consulting firms are now convinced that the hand which washes the dishes holds the key to her husband's business success or failure!

In full accord with this view are psychologists and marriage experts. Dr. Anna K. Daniels, New York gynecologist and veteran marriage counselor, asserts flatly: "A wife can make or break her husband."

All this is linked to an important new attitude which is emerging in American homes.

Until recently, a man's home and working lives were considered pretty much separate from each other, with wives expected to stay strictly out of the breadwinner's business. Now, however, with the rise in "teamwork marriage," the old boundary lines are being erased. Men are helping with the housework and women, in turn, are realizing that one of their prime tasks is to help their husbands succeed in their careers.

A Wife's Worth

They can, Dr. Daniels declares, if the desire arises out of love, understanding and sympathy. They cannot, if it stems from ambition and selfishness.

Dr. Roy A. Doty, of Chicago, a leading industrial psychologist and executive vice-president of George Fry & Associates, has devoted years to study of why successful men get ahead. He tosses this little bombshell: "The right wife can be worth a cool quarter of a million dollars to her husband, and sometimes a great deal more, over a period of years."

Here is how Dr. Doty arrives at this bit of accounting: "Consider a potential fifteen-thousand-dollar-a-year man. Whether he attains this level or remains at a five-thousand-dollar salary can depend squarely upon the woman he marries."

Other evidence that the little woman at home wields considerable influence on her man's earning power comes from the same company which is one of the country's foremost management-consulting firms. It recently undertook a pioneer depth study into the background of many top industrialists to find out "what makes an

— Continued on page 41



Joe Covello

SCREENING PROCESS: Today's boss wants to see a man's wife before hiring him for a top job

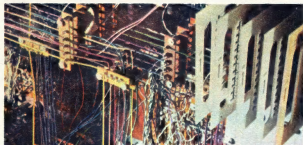


Photo by Richard Hunt



DATATRON got statistics on punched tape and flashed winners for THIS WEEK in neon lights

"Datatron," the machine that picked four Bowl winners, says it's going to be Detroit and Brooklyn

Electronic

By A. E. HOTCHNER

QUESTION: Miss Phyllis Heiberd, of Brooklyn, N. Y., asks, "Who's going to win the pennant in the American League this year? I want to know who the Dodgers will have to beat in the World Series."

ANSWER: Baseball experts the nation over are making their customary predictions, but Tus Weas is going the experts one better. For the first time in the history of baseball, a giant electronic brain—a \$250,000 wizard called Datatron—has been put to work analyzing the teams in each league, and on the opposite page, in a Tus Week exclusive, are the machine's startling results.

Before we go into the details of how the machine arrived at its selections, it should be noted that last fall Datatron took on the all-but-impossible task of predicting, weeks in advance, which teams would win the four major bowl games, and by what scores. Its success was astounding.

Four Out Of Four

Here were Datatron's Bowl selections:

Michigan State over UCLA by eight points in the Rose Bowl. (Michigan State won by three.)

Mississippi to beat Texas Christian by four points in the Cotton Bowl. (Mississippi won by one.)

Oklahoma over Maryland by 20 in the Orange Bowl. (Oklahoma won by 14.)

Georgia Tech over Pittsburgh by six in the Sugar Bowl. (Georgia Tech by seven.)

These picks were no set-ups, as every football expert remembers. Bookmakers' odds were way off—for example, the bookies' universal choice was Texas Christian over Mississippi. And the sports writer who picked as many as three out of four of these winners, by any scores at all, could congratulate himself.

So now Datatron, which whirrs and flashes in much the same fashion as its politically minded uncle, Univac, is making a second attempt at athletic clairvoyance. To arrive at its baseball conclusions, Datatron, the invention of the Electrodata Corporation, of Pasadena, Calif., analyzed an incredible amount of information.

To begin with, the daily score differences for each team over the baseball seasons of 1953, 1954 and 1955—a total of 7,392 items—were fed into the machine. For instance, if Detroit had beaten New York 5-2 on July 16, Detroit was credited with a plus 3, New York a minus 3; if New York had beaten Detroit on July 17, 2-1, New York was credited with a plus 1, Detroit with minus 1.

Brain's Formula For Thinking

Datatron was also fed statistics for all 16 teams on runs for and against, hits for and against, home runs, batting and fielding averages—again covering the past three baseball seasons.

It took Datatron operators three weeks to gather this mountain of statistics and feed it into the machine by means of punched tape, but before the statistics could be analyzed, Datatron's brain had to be given its thinking equipment. This means a formula had to be put on the machine's memory drum, which instructs it, electronically, how to handle all the data.

To arrive at this formula, a basic radar equation worked out by the renowned mathematician, Norbert



Brain Picks The Pennant Winners!

"Datatron" Ratings:

NATIONAL LEAGUE

	W.	L.	Pct.
Brooklyn	91	63	.591
Cincinnati	87	67	.565
New York	87	67	.565
Milwaukee	83	71	.539
Philadelphia	77	77	.500
Chicago	71	83	.461
St. Louis	63	91	.409
Pittsburgh	57	97	.370

"Datatron" Ratings:

AMERICAN LEAGUE

	W.	L.	Pct.
Detroit	97	57	.639
Chicago	93	61	.604
New York	91	63	.591
Boston	88	66	.571
Cleveland	88	66	.571
Baltimore	61	93	.396
Washington	53	101	.344
Kansas City	42	112	.273



WORLD SERIES FOES? Datatron says they'll each win by four games

Wiener, was especially adapted by Dr. Martin Klein, electronics engineer of North American, Inc. to fit the analysis of the baseball data for THIS WEEK.

Here's the formula:

$$B = \frac{ESnETn - NETn^2}{(ETn)^2 - NETn^2}$$

$$A = \frac{ESn - BETn}{N}$$

$$Sn + I = A + BTn + I$$

In the formula, N equals the total number of data points, ETn , the sum of all numbers from 1 through N , ESn , the sum of all data points for one team. A and B equal coefficients of line of "best fit" for all points projected, and $Sn + I$ equals the end-result, a figure indicating the standing of each team for the coming season. So there you are.

Once the formula was in the machine's brain and the baseball statistics were in its belly, Datatron, whose counting speed is something like 140,000 steps a second, began bating out the team standings on its automatic typewriter in a matter of seconds. And just for good measure, it flashed the winners in neon lights!

Brooklyn was an expected selection for the National League, but when Detroit was posted on the top of the

of deviations from the norm. We have translated Datatron's figures as accurately as possible into games won and lost and percentages.

There is, of course, the question of trades, injuries and other imponderables which the machine could not evaluate, but Datatron mathematicians feel that over a three-year period these things tend to equalize themselves. And the margin by which Detroit and Brooklyn landed on the top of their leagues—four games—indicates that only serious injuries could upset the rankings.

Despite its unequivocal confidence, Datatron's clairvoyancy strikes no fear in the heart of one Yogi Berra, catcher cam leader of the New York Yankees. Informed of the machine's findings, Berra remarked: "What're we supposed to do? Choke up over a glorified pin-ball machine? We got the pitchin', we got the hittin'. The only way Detroit could win the pennant is if the machine could pitch for it."

Tut, tut, Yogi, you may have forgotten that $Sn + I =$ end-result.

NEXT QUESTION: Annoyed by the thoughtless driver who stops in the middle of the crosswalk? For how to get even with him, see next week's issue.



DUKE SNIDER, ace Dodger slugger, lays down a bunt in spring training



AL KALINE, Detroit batting champ, crosses the plate after a homer

American League, it was thought Datatron might have slipped its trolley.

So the process was repeated. But it made no difference. Datatron insisted that Detroit and Chicago would finish one-two in the American League.

The machine's findings were produced in the form

ENTER CAMEO \$30,000 *Come Clean* CONTEST

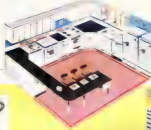
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Win one of 574 exciting, valuable prizes!



1ST PRIZE An all-expense trip to Paris for two on **PAN AMERICAN WORLD AIRWAYS**—Spend 7 glorious days in the fun capital of the world—plus \$500.00 spending money

Picture yourself in *Guy Paree*. You're off on a 9-day "Dream Tour" including 7 wonderful fun-filled days in Paris for two. You fly the Atlantic via Pan American World Airways, the world's most experienced airline. It's first class all the way. Your entire once-in-a-lifetime stay is planned for you. See unforgettable sights, live in luxury, dine at world famous restaurants... collect priceless memories. It could happen to you! Or you could easily win one of the 573 other valuable prizes. All you have to do is tell us in 25 words or less the best use you've found for Cameo, the Copper cleaner of 191 unusual uses.



2ND PRIZE

KELVINATOR Kitchen—Laundry Ensemble, Range, Refrigerator, Freezer, Dishwasher, Clothes Washer and Dryer.



NECCHI RT "MIRA" PORTABLE SEWING MACHINES



25 UNIVERSAL JET-99 VACUUM CLEANERS



25 Helbros—\$100 VALUE

Everything you need to know to enter is printed on the Official contest label wrapped around each can of Cameo Copper Cleaner. Simply follow the easy contest rules. In 25 additional words or less, describe the situation. ("The best use you've found for Cameo...") Each entry must be accompanied by official contest label or facsimile.

Mail to Cameo "Come Clean" Contest, P.O. Box 175, Mount Vernon, N.Y. before midnight, Jan. 30, 1968. Good Luck. We hope you clean up with Cameo.

Fig. 10 vs. CONSIG BARGAIN at Leading Dealers



Here are a few uses for CAMEO to help you... With Cameo you can clean and polish a wide variety of glass, porcelain, chrome and brass things, things like andirons, glass coffee makers and the metal facings of golf clubs. These are just a few of the countless ways you can clean up with Cameo. Tell us your favorite use. It could take you to Paris for the 7 most fabulous days of your life.

HERE'S THE MOST EXCITING PRIZE LIST EVER
 1st Prize—9 Day "Dream Tour" including 7 wonderful days in Paris for 2 on "Pan American World Airways" plus \$500.00 spending money.
 2nd Prize—A complete Kelvinator Kitchen Laundry Ensemble, Range, refrigerator, freezer, dishwasher, clothes washer and dryer.
 3rd Prize—A Helbros 12 Spin "Autumn Harvest" cloth wringer valued at \$100.00.
 4th Prize—A Kelvinator Refrigerator and Freezer.
 5th Prize—A Kelvinator Clothes Washer and Dryer.
 6th Prize—A Viceroy-Cross Color TV Set.
 7th Prize—A Viceroy-Cross Color TV Set.
 8th Prize—A Viceroy-Cross Color TV Set.
 9th Prize—A Viceroy-Cross Color TV Set.
 10th Prize—A Viceroy-Cross Color TV Set.
 11th Prize—A Viceroy-Cross Color TV Set.
 12th Prize—A Viceroy-Cross Color TV Set.
 13th Prize—A Viceroy-Cross Color TV Set.
 14th Prize—A Viceroy-Cross Color TV Set.
 15th Prize—A Viceroy-Cross Color TV Set.
 16th Prize—A Viceroy-Cross Color TV Set.
 17th Prize—A Viceroy-Cross Color TV Set.
 18th Prize—A Viceroy-Cross Color TV Set.
 19th Prize—A Viceroy-Cross Color TV Set.
 20th Prize—A Viceroy-Cross Color TV Set.
 21st Prize—A Viceroy-Cross Color TV Set.
 22nd Prize—A Viceroy-Cross Color TV Set.
 23rd Prize—A Viceroy-Cross Color TV Set.
 24th Prize—A Viceroy-Cross Color TV Set.
 25th Prize—A Viceroy-Cross Color TV Set.

26th Prize—General Vacuum Cleaners.
 27th Prize—General Vacuum Cleaners.
 28th Prize—General Vacuum Cleaners.
 29th Prize—General Vacuum Cleaners.
 30th Prize—General Vacuum Cleaners.
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 46th Prize—General Vacuum Cleaners.
 47th Prize—General Vacuum Cleaners.
 48th Prize—General Vacuum Cleaners.
 49th Prize—General Vacuum Cleaners.
 50th Prize—General Vacuum Cleaners.



Where Ballets Are Born

Acknowledging storms of applause is the happy and familiar duty of both Antony Tudor and Agnes de Mille. But the time they spend taking curtain calls represents only a moment of tribute for a life of hard work amid the pressures, doubts, hopes, sweat, tears and, sometimes, passing fun of the rehearsal. Now they are at it again, preparing new ballets and revivals of past hits for The Ballet Theatre season opening Tuesday at the Metropolitan Opera House.

Mr. Tudor, by way of celebrating his 25th anniversary as a choreographer, has elected to stage a gay and boisterous ballet, "Offenbach in the Underworld," first produced in Philadelphia by a community ballet group and later by the National Ballet of Canada. Its first Ballet Theatre presentation will be on Wednesday.

Between "Cross-gartered," his initial ballet effort, presented in 1931 in England by Marie Rambert's Ballet Club, and the new "Offenbach," which also boasts its gartered cancan girls, Tudor created a striking repertory of ballets. Among them were the haunting "Lilac Garden," the dramatically powerful "Pillar of Fire," the ribald "Judgment of Paris" (in which he and de Mille often dance together) and the vivid and controversial "Undertow."

From the very start of The Ballet Theatre in 1940, Miss de Mille, as well as Tudor, has been associated (though not exclusively) with the company. "Black Ritual," an all-Negro ballet, was her first creation for it and her latest is a satire, "The Rib of Eve" — first performance April 25. Her famed "Rodeo" is now in The Ballet Theatre repertory along with such comedies as "Tally-Ho!" (to be revived this season) and her highly dramatic treatment of the Lizzie Borden murder case, "Fall River Legend."

In these last days of rehearsal, neither de Mille and Tudor nor the company's star dancers are thinking much of past triumphs. In simple practice clothes, Nora Kaye and Erik Bruhn are taking final instructions from de Mille; Tudor re-studies a movement for Miss Kaye and Hugh Laing in "Offenbach." Today, labor. Later, fate willing; the applause once more.

— **WALTER TERRY**
Herald Tribune Dance Critic



CHOREOGRAPHY BY TUDOR: He watches as Hugh Laing lifts Nora Kaye in rehearsal for The Ballet Theatre premiere of his gay "Offenbach in the Underworld"



AND BY DE MILLE: She directs Kaye and Erik Bruhn in her new satirical ballet, "Rib of Eve." Right, the two choreographers compare notes



A \$70

The Kress Collection, a fabulous treasure trove of art, is being passed out to 21 cities.

And it all stemmed from a five-and-dime store

It is oddly fitting that a plan for quickly distributing \$70,000,000 worth of art masterpieces to museums in large and small cities all over America should have been devised for the collections of that master of mass-distribution techniques, the late Samuel H. Kress, dime-store tycoon.

Covering the history of art from the dawn of the Renaissance to the 19th century, over 2,000 paintings and pieces of sculpture acquired by Mr. Kress, his brother Rush H. Kress and the Kress Foundation, have already been or are about to be presented to museums in 21 cities. The major and best-known of them is the National Gallery of Art, in Washington, D. C., now celebrating its 15th anniversary with a display of priceless new Kress gifts (which already total more than twice the number of paintings and pieces of sculpture received from any other single source including its founder and the donor of its building, the late Andrew Mellon).

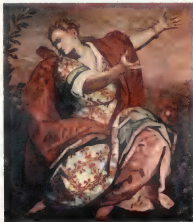
But perhaps of even greater significance to the country's cultural future are the Kress gifts to regional museums. Today 13 cities have already received large assignments of Kress treasure. Within the year Memphis and Atlanta will share in this plan which has been called "the most imaginative scheme of public benefaction ever undertaken in the art world."

The regional program was devised when it was realized that the insatiable Kresses (Mr. Samuel bought over \$20,000,000 worth of art in 1937 and 1938 alone) had gathered more than could ever be shown in any one place. Rather than store it in vaults for occasional display, this art could, it was decided, with much more profit to the American people, be siphoned off to museums in parts of the coun-



1. WASHINGTON:

This Botticelli portrait of Giuliano de' Medici has been valued at \$500,000. Presented to the National Gallery on its fifteenth birthday by the Kress Foundation, it joins an already priceless array of earlier Kress art gifts



2. BIRMINGHAM:

"Allegory Of Vigilance" is thought to be a late painting of Tintoretto, one of the greatest of Venetian masters. It was originally one of a series symbolizing the Virtues. The rest of the series is now scattered over the world



3. COLUMBIA, S. C.: "View of Venice" is by the appropriately named 18th-century Venetian painter, Antonio Canal, better known as Il Canaletto. In the foreground is the Schiavoni quay before the Doges' Palace. Farther to the rear may be seen the Church of Santa Maria della Salute and the Customs House of Venice

,000,000 Gift To Americans

try where, generally, there is little or no opportunity to see original works of art by the old masters. In consultation with the museums, plans were worked out whereby each would get the kinds of art it most needed.

Houston, for instance, wanted to stress Spanish art because of its history and geographical position. Honolulu, already owning Oriental art, wanted work of the very early Renaissance showing the debt of Western art to the Orient. Portland, Ore., a long way from any large centers, wanted a nucleus collection covering the whole European Renaissance.

The program suggests fantastic possibilities in the field of popular education, but Mr. Kress had in mind more than education when he first thought of distributing his collection. A deeply religious man, he felt that art can help develop "a deeper spiritual quality on the part of our coming generations." For this reason he stressed works treating with timeless Christian themes.

—The End



7. HOUSTON: "Portrait Of A Young Woman" by Orazio Gentileschi is one of several paintings for which the artist's beautiful daughter, herself a Renaissance painter of distinction, was the model



8. NEW ORLEANS: "Portrait Of A Boy Holding A Book" is a masterpiece of Tiepolo, great 18th-century Venetian of the so-called "Indian Summer" of Renaissance painting



KRESS ART-TREASURE MAP: The aim is 21 cities. Numbered pins on the map indicate cities which own the paintings on these pages. Solid pins show collections in: Atlanta, Memphis, Kansas City, Tulsa, Denver and San Francisco. (Not on the map: Honolulu.) Shaded pins represent Miami, Raleigh, El Paso and Salt Lake City — all under study as possible Kress beneficiaries for examples of Renaissance art



4. SEATTLE: Rubens' "The Last Supper" was made as a sketch for ceiling decoration of the Church of San Carlo Borromeo in Anvers. Foreshortened for dramatic emphasis, the painting shows only seven of the twelve Apostles



5. PORTLAND: "St. Michael" by the 15th-century Florentine, Ghirlandajo, was once part of a polyptych. A companion piece, "St. Dominic," was also a Kress gift to Portland



6. TUCSON: Mme. Vigée-Lebrun, driven abroad by the French Revolution, visited Vienna, where she painted this charming portrait of the Countess of Schoenfeld with her little daughter. The landscape background makes this painting unique among this artist's work



WILD ELEPHANTS watch as Janet heads downstream for a sequence in "Safari." For what happened, see below

Steve Seay/Photo

Janet Turns Daredevil

By **LOUIS BERG**

This Week Movie Editor

See Front Cover

Who's that crazy dame shooting the rapids? It's little Janet Leigh!

I stood by the banks of a rushing river in East Africa and watched the white hunters blast crocodiles out of the water with their high-powered rifles—so that Janet Leigh could swim in it with a fair degree of safety. They killed four while I was watching. And I thought to myself

that I wouldn't do what Janet was doing for a living, not for all her money.

If they were handing out Oscars for spunkiness in films, the top one would have to go to Janet Leigh for her dash and daring in "Safari," filmed in the heart of the Mau-Mau country. Here on this page are the pictures to prove it.

Not only did she plunge into the crocodile-infested stream, but she rode the treacherous rapids in a rubber dinghy, passing at one stage

almost within trunk-reach of a herd of wild African elephants lining the shore.

Another sequence called for her to be riding a truck which crashes into a tree and catches on fire. Of course, the whole thing was timed and wired to minimize the risk, but again I would not have set foot on that particular truck... not even for her salary.

A stunt girl had been provided to spare the valuable star from — *Continued on page 19*



RAPIDS loom as she tries to maneuver tiny craft



SUDDENLY raft capsizes, flinging Janet into foam



SAFETY: Plucky star is carried ashore by rescuee



Libby's Home Economist

MARY HALE MARTIN features meaty-rich Beef Stew in this 17 minute menu . . .

Libby's Easy-Do Dinner



Easy way to dish up a fancy side dish! Begin with Libby's Whole Kernel Corn. That's what makes for such good eating . . . because its extra tenderness means extra flavor. For a glamor touch, cut a slice of pimiento blossom-shape, top with a ball of butter or margarine; use a parsley sprig as a stem. Edge corn with parsley.



A luscious dessert that couldn't be simpler . . . Libby's Peaches served with cake, brownies or cookies. You'll find that these peaches are really exceptional. Big, juicy, golden beauties—the kind you'd pick from the trees yourself—within arm's reach for a quick dessert when you keep a few cans of Libby's Peaches in the refrigerator.



5-in-1 main dish you simply heat . . . that's Libby's Beef Stew. A rib-bagging combination of big pieces of lean, tender beef, three fine garden vegetables—Idaho potatoes, carrots and onions—and a well-seasoned brown gravy. Just like homemade with the work left out! What could be easier—or better—when the clock says it's almost mealtime? Try it! . . . garnished with onion, pimiento and green pepper. Libby, McNeill & Libby, Chicago 9, Ill.

The leaner* meats go into Libby's

*Richer in protein . . . Bigger in value

"My face never felt so clean!

My skin never looked so clear!"



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Your skin is 5 layers deep* and only *Revlon's new*
'clean AND clear' reaches all 5 cell-layers

*See "skin" in your Encyclopedia.

HERE'S THE FIRST cleansing method that reaches all five of the skin's cell-layers. Soaps and creams clean only the top cell-layer. Revlon's new 'Clean and Clear'—the deep, deep cleansing liquid—is

MILDER THAN CREAM, but greaseless! See how dirt, heavy makeup, even indelible lipstick are softened, then lifted out, leaving your skin glowing, dewy, fresh as *never* before! Try it tonight! 1.25 plus tax

The deep, deep cleansing liquid! Lifts out makeup that soaps and creams leave behind!



Massage into your skin until it turns into a WHITE cream. As you cream old makeup OUT you're massaging skin-normalizers IN. Contains no drying soap or detergent. Tissue off—or use a damp washcloth.

Continued from page 16

Ordeal Over, Janet Washes It Out Of Her Hair



TRICKY: Not quite like a Hollywood salon



REFRESHED: Water's straight from river



HAIR-DRYER: Kenya-jungle model



PRIMA DONNA? Not this spirited star

more extreme danger, but at the last moment the double discovered she was pregnant, and Janet refused to let her go on, taking the risk herself.

There are some people who find Janet's unfailing air of cheerfulness and wholesomeness almost annoying — too good to be true. But the girl proved herself in Kenya, and won the admiration of all. The white hunters are probably still talking about her around their campfires in the bush.

Many a movie star would have balked at going on that particular location — on the slopes of Mt. Kenya where the Askari police are still rounding up Mau Mau. The camp was heavily guarded, but who could guard against treachery from within? I didn't feel too happy about my own light-hearted decision to go along on this particular trip.

The day before I arrived, a large sum, \$2,500, was stolen from the company treasury. Janet, who shared a tent with her mother, Mrs. Helen Morrison, had a dreadful fright the very same night. She was awakened at the hour between dark and dawn by a shadowy figure with a *panga*, which is a machete-like weapon that all the camp boys carried. She shrieked and tore out of her mosquito netting. The whole camp came running. But it was only her boy bringing her a morning cup of tea.

No Place For A Lady

Nevertheless, after that episode, the white hunters and co-star Vic Mature took turns sleeping on a cot outside Janet's tent.

Perils and discomforts were many — prowling wild animals, the tsetse fly with a bite like a hornet, scorpions, snakes and weird flying insects. Conveniences were few, water scarce and tepid, sanitary arrangements primitive. Temperature reached 112 degrees in the afternoon. Howling hyenas made the night hideous.

No place for a delicate Hollywood lady. It came as little surprise to any of us that ultimately Janet succumbed to germs and exhaustion, and wound up in a Nairobi hospital.

Even after the bug bit her, however, Janet insisted on going off on a short "photographic" safari with one of the white hunters, came back with a "bag" that included two rhinoceroses, lions, giraffes, ostriches, impalas, baboons, bearded foxes and Thomson's gazelles.

"Isn't this great country?" she chorled. This was two days before a plane called to take her to the hospital in Nairobi.

If I were Tony Curtis, her husband (he was in Paris making a picture at the time), I would never let her out of my sight again. She's too tempting a morsel to throw to the crocodiles. — **The End**

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See one of the largest displays of fine fabrics in the world.

See handsome prints, gay chintzes, luxurious silks, distinguished weaves and textures . . . in a wide, wide range of the most wanted colors.

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CREAM: Celebration Cream, Double Century

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Your youngster will have a far better understanding of the world of nature if you read him—or her—"Nature Story" by Thornton Burgess in each day's New York Herald Tribune... because Mr. Burgess is a naturalist as well as a gifted writer for children.

IN "THE CITY": Portico of Royal Exchange dominates the intersection of Cornhill and Threadneedle Streets. At left is old Bank of England

"The City" Inside London

Britain's "Wall Street" is more than a street. It's a square mile, full of tradition and financial headaches

By BLAKE EHRLICH



LONDON

Financially speaking, this has not been a joyous spring in Britain. While apparently enjoying boom times, the United Kingdom has drifted into trouble. This was made clear to Britons less than two months ago when the Conservative government ordered the third increase in a year of the nationalized Bank of England's interest rate. It now stands at 5½ per cent, as compared to the 2½ per cent discount rate of its nearest United States counterpart, the Federal Reserve System.

The interest rise had two aims: to curb the spending which had encouraged an inflation that started back in 1946; and to slow down credit on the heavy imports that have been sapping British gold and dollar reserves.

Nowhere was this step felt more than in the City of London—not London, the capital of the United Kingdom and second largest city in the world, but an area of one square mile in its



Exton

ENGLISHMEN OF FINANCE: Economic crisis—in this case devaluation of pound—draws excited crowd to exchange



B. W. Coleman

been with, last time anybody counted, only 4,670 permanent residents. Thousands more work in "the City of London," for it is the site of the Bank of England, many other great English banks, the stock, wool, iron and steel, and coal exchanges, Lloyd's of London, the big shipping and trading companies, the great legal firms and the headquarters of many industries. In short, "the City" means to an Englishman what "Wall Street" does to an American, but the City means even more to the pound sterling than Wall Street does to the dollar.

It is also the oldest continuously inhabited section of the Greater London, the oldest municipal corporation in England and probably the only medieval urban community, politically speaking, left in the Western world. It has its own police force and its own mayor—the Lord Mayor of London.

Stored Clerks? Nonsense

As you might expect, many curious rites are performed here. One such ceremony takes place every weekday morning just before the offices open. On Threadneedle Street, thousands of people pop up from the pavement under the edge of the Bank of England. Their faces are white, their hats are black and they carry umbrellas. Their copies of the flamboyant "Daily Express" are conservatively folded inside copies of "The Times." These and the thousands of clerks whose lives are dedicated from 9 to 6 to high finance.

The Bank of England affects to be amused by any suggestion that these workers are stored nightly in its underground vaults. Officials point out that there is a subway station on the London system clearly marked "Bank," and maintain that if one disembarks at this station, one emerges under the Bank of England.

The City's unique local government goes back a long way. Before 1066, the City had established the freedom of its citizens. Although the conquering Normans applied new regulations to everyone else in England, they let the City retain its Anglo-Saxon rights under the guilds or Livery Companies. The butchers, bakers and candlestick makers, along with 30 others, still maintain guild halls in the City, although ——— Continued on next page

"Connoisseurs never order breakfast coffee after dinner,"
says Mr. Harris of The Plaza



"Medaglia d'Oro is the correct after-dinner coffee"

CONNOISSEURS on every continent insist on a demi-tasse of Medaglia d'Oro after a good meal. And they have a good reason.

Medaglia d'Oro *double-roasts* the world's finest coffee beans. The result is a black, aromatic, flavorful coffee that makes the perfect demi-tasse. No ordinary breakfast coffee can compete with Medaglia d'Oro after dinner.

In the capitals of the world, Medaglia d'Oro is known as *the* espresso coffee. You will find people in Paris . . . Rome . . . New York . . . Bombay who would simply prefer not to have any demi-tasse at all than to accept breakfast coffee in place of Medaglia d'Oro after dinner.

No other coffee can approach the subtle flavor of Medaglia d'Oro. As a coffee fancier, try one demi-tasse of Medaglia

d'Oro after a particularly good dinner. You'll know why this famous coffee stands alone.



the after-dinner coffee

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Continued from preceding page

An 800-Year Heritage

they are no longer concerned with any business except that of being ancient, honorable and charitable.

The City corporation, older than the English Parliament, still governs this part of London and corporation offices are filled only by guild members. Each of the City's 25 wards—supposed to be the estates of patricians dating from the Roman founding of London—elects an alderman, who holds his job for life. From among the 25 elected every year the 205-member Common Council selects two. One is elected Lord Mayor.

While King John, the Magna Carta signer, was handing out charters, he gave one to the city in 1213. King John's charter allowed guildsmen to elect their own Mayor, provided the King approved of the fellow.

The annual procession of the Lord Mayor and other City functionaries to Westminster for the royal once-over has since become one of Britain's most popular outdoor events. With the gentlemen of the City dressed in their imposing uniforms of office, it is a pageant redolent of great heritage—and and mothballs.

When the process is reversed and it is the monarch who wants to do the visiting, a Royal Herald must be dispatched to the Temple Bar and seek admittance. The Temple Bar, by the way, is not a pub, but simply the spot where a gate barred the roadway. There is a local business man in medieval costume loitering about to tell the Herald that the Queen is welcome, and Her Majesty always happens to come along directly afterward.

In return for its rights and privileges, the City must pay an annual rent to the crown—which rises every October. For this valuable chunk of territory, Her



POMP AND MOTHBALLS: Ancient uniforms and coach out of storage for Lord Mayor's procession

Majesty receives six horseshoes "suitable for the forefeet of a great Flemish war horse" and 61 horseshoe nails. This settlement is the oldest ceremony in English secular history. It was first mentioned in writing in 1118.

Business Is Business

In robe and wig the City solicitor tenders the loot to the Queen's remembrancer. Then warrants from the sheriff and remembrancer in requitment are gravely read out and ordered recorded and filed. In some undisciplined fashion, the horseshoes and the nails get back to the City officers who hide them away for next year.

Although four fifths of the City burned to the ground in the great fire of 1666, and about a third was destroyed by the blitzes of the 1940's, there are still venerable

landmarks on almost every lane and thoroughfare.

Despite the abundance of ceremony, the real business of the City is business. Behind the antique facades, there is the clatter of tele-primers, stock tickers and electronic calculators. In general, they have not announced much to cheer the City of late. Among the latest dour tidings was the announcement late in March that Britain in 1955 had incurred, in its transactions with other nations, a deficit of more than half a billion dollars.

At the moment, the City thinks the road will continue to be rough—but it does not feel its days are numbered. It rose from the ashes of the great fire and from the blitz. And every year the Solicitor has been able to pay the rent to the crown. There is no change contemplated in this procedure. —The End



Like her famous husband, Mrs. Hope enjoys golf. She says, "I recommend AYDS to every woman who wants to reduce and have a lovely figure."

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without dieting or hunger

"Lose your excess pounds easily, the safe, healthful AYDS way!

I personally recommend AYDS."

...says

Mrs. Bob Hope

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No Drugs or Diet—No "Hunger Pangs"! It's easy! With AYDS, you lose weight the way Nature intended you to. Taken before meals as directed, this delicious

low-calorie candy—enriched with health-giving vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! So without irritating self-denial, you automatically eat less and lose weight naturally, safely, quickly.

Guaranteed to Work for You!

Many AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores.

Take Ayds... first aid for overweight!

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SCENIC RIDE: Commuter boat heads south on East River, past United Nations

Salt-Water Commuters

This coming summer, a happy few of the New York area's half million commuters will ride to work untroubled by automobile exhaust, jammed buses or superheated train cars. This select group will be traveling by boat.

One of several private boat services now in operation is run by Sidney Augustein and Murray Cohen of Great Neck for themselves and a half dozen friends. Starting this month, their 22-foot motorboat leaves daily, weather permitting, from Little Neck Bay and ties up at about 8:30 a.m. at the Skyport Dock, at 23rd Street on the East River.

By train, this trip would take 40 minutes. The boat does it in 32. Total cost of the trip is three dollars for gas and parking, usually split five or six ways. (The boat, of course, costs \$6,000.)

Water commuting has two chief hazards—driftwood and the wake from bigger boats. So far nothing disastrous has happened on the run. But they carry a spare propeller—just in case.



EVENING: Home is the sailor



SHOVING OFF: Water commuters leave Little Neck Bay at 8 a.m.



ON THE WAY: A passenger works (above) during 32-minute ride to Skyport Dock on East River (below)



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Give **THE ONLY COMPLETE PROTECTION** As No Lotion Can

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TAILORTOWN COTTON BOUFFANTS IN A ROMANTIC MOOD

Lace and embroidery touched coat dresses softly

detailed in misses' sizes and half sizes 10.95



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Mail and please orders filled within 5 days of receipt of order. Call
MAIN 5-8000 or Vantage 5-8000 (longdistance). Beyond regular
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Just a little of the Gibson Girl in them—the feminine inserts of white lace,
pretty fagotting, frosty yokes of embroidery, a crisp soft look.
They're the button-front coat dress fashions you love, all tailored of
fine woven stripe and check cottons in the famed Tailortown manner.

Easy to wash, open flat for ironing. They're the freshest way to
face summer! Have them all! Sizes 12 to 20, 14½ to 22½.

ABG Budget Casual Dresses (491-4) Second, East

- A. Fly front coat dress in candy stripe. White lace and fagotting chevron inserts.
Mint green, French blue, strawberry or coffee with white.
- B. Check gingham coat dress, collar and skirt details of white lace and fagotting.
Strawberry, French blue, mint green or licorice black with white.
- C. Tiny baby check bow yoke cotton. Shifts embroidered yoke all around.
Royal blue, strawberry, mint green or licorice black with white.

The Enchanted Dinner

These two were waiting for a miracle,
not knowing it would be the kind
you make yourself — out of leftovers

By BETTY KJELGAARD

Illustrated by Fredric Varady

Aggie Elliott was twenty minutes late in getting home. She thought of Jim waiting, parked on lower Broadway. He wouldn't say anything sarcastic, but he'd be elaborately polite. Therefore, so would she. That was the way they had been punishing each other.

She'd had the foresight this morning to lay out her clothes before she went to the office. Now she put on fresh underclothes, but when she took out the dress, she held it, staring at it. It had been her wedding gown, three years ago. She hadn't had it on since.

What had happened since the day I wore it? She wondered; what did Jim and I expect out of life? She had been nineteen, he, twenty-one, and the future hung before them, theirs for the picking — so they thought. But they were both anxious to save for The House, and in the penny-pinching scramble the future seemed to be fading away. Jim was an accountant downtown, she, a receptionist for a quartet of architects. They saw one another only at night because Jim was almost always up and gone before she opened her eyes in the morning.

Their social life was confined to three other couples. They did things together two or three nights a week,

even if they only went to each other's apartments and drank coffee.

Tonight, though, was special. A man named Payton, a customer of Jim's firm from the West, was in town with his wife. Jim had done some work for him, and Mr. Payton had invited Aggie and himself to join his party for dinner at a famous sea-food place in Sheephead Bay.

Jim had said to Aggie, "Wear the best you've got. He's brass." Well, she thought, she hadn't anything better than her wedding dress. It had a wide skirt and a tiny waist, making her look delicate and lovely.

When she came up from the subway near the parking lot, Jim was waiting. He waved his hand toward their seven-year-old car, which they usually parked on the

street to save money. "The chariot waits," he said. "I'm sorry I'm late," Aggie said, as they drove off.

"That's perfectly all right," Jim said, pointedly.

While they paused for a red light, they saw a young couple crossing the street. The boy was looking down at her and she was looking up at him. Their faces were radiantly happy. That's the way it used to be with us, Aggie thought, and stole a glance at Jim. His eyes seemed glued on the couple and his profile was thin and grim. When the light changed, he jerked the car ahead so fast that Aggie was thrown forward.

"Sorry," he mumbled, as she smoothed her hair.

It took forty minutes to get to Sheephead Bay. They parked in a lot with hundreds of other cars and walked into the restaurant.

Aggie said, "I never knew it was so big!"

There appeared to be acres of tables, all filled with people. A headwaiter came up to them.

"I'm looking for Mr. Payton's table," Jim said. "We were to join him at seven-thirty, but we're a little late."

The man shook his head. "We don't make reservations or book names," he said. "The turnover's too large. The only thing — Continued on next page

THEY PAUSED at the door to gaze longingly at a tremendous lobster



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4 SEED PACKETS →

banded to quart size (½ gallons, too!)



THE ENCHANTED DINNER

Continued from preceding page

The Enchantment Begins Again For Aggie And Jim

you can do is to go looking for your party yourself, I guess.

Jim turned to Aggie. "Stay here, Aggie. I'll find them." As he walked off, Aggie noticed the blue trousers underneath his worn topcoat. He was wearing his best clothes, too. Then a burst of music distracted her and she stood there listening to it and to the laughter, warm and carefree. For that moment she became carefree, too. Oh, it'll be fun, she thought, and saw Jim threading his way through the tables toward her.

Jim said, "They're not here. I covered the whole place." "Not here," she echoed. Something went flat in her. "Well, the only thing to do is wait a few minutes, then try again."

They stood, with Aggie feeling helpless because she didn't know Mr. Payton by sight. At almost eight-thirty, Jim said, "Here we go again," and left her. When he returned, she knew by his face that this search had proved fruitless, too.

"What do you suppose happened?" she asked. "Oh, they probably started out in the right direction, then ended up on Long Island some place. You know how out-of-towners are about getting lost around here." He took a last look. "I don't think there's any use in waiting longer. Let's go."

The headwaiter came back to them. "No luck?" "No luck," Jim tried to laugh.

"Sorry, sir. But I now have a nice table for two—"

"Uh—no thanks," Jim said. "I must find Mr. Payton." Aggie saw the flash that darkened his cheeks. Pay day for him wasn't until tomorrow, and she had only a dollar and a half in her purse. Going ahead of him toward the door, she had to step aside to let a waiter pass with a tray. On the tray was the most enormous lobster Aggie had ever seen. She thought of the meat loaf she would have to warm up at home, and she went on blindly, with Jim almost pushing her from behind.

The river was black and shining in the falling rain, and the lights of the city seemed myriad bits of suspended gold. When they got to their apartment house, Jim said, "You'd better get out. I'll find a place to park."

She raced through the wet night and climbed the two flights of stairs to their apartment. While she was hanging her coat up in the bedroom, she could see herself in the mirror. Her fair hair was curling from the rain and her cheeks were soft and pink. She went into the kitchenette, put the meat loaf in the oven and opened a can of tomatoes to heat.

Jim came in. "I only had to go around the block twice tonight before I found a place," he said.

"Good shooting, Daniel Boone," she said.

He sat down in a chair opposite her on the studio couch and picked up a magazine. Quiet fell. But after a minute Aggie thought: This is the first time in ages that we've been home alone, all dressed up. She glanced at Jim and found his eyes on her. Their looks clung.

He licked his lips, as though they felt dry, and said, "Isn't that the— isn't that your wedding dress?"

"Yes," she said, a little unevenly. "And that's the suit you wore that day."

Her heart hammered. They haven't really looked at each other for months. We've depended on everything and everybody but ourselves for happiness.

Miraculously, Jim took up the thought. "I was thinking," he said. "We don't need Mr. Payton to make an evening or the bunch either." He got up and crossed the room to the old record player.

"Would you care to dance?" he said.

"Oh, Jim, I—"

Then his arms went around her, and for seconds they stood like that.

"My sweetheart," he said so close to her ear that it tickled.

"My darling," she managed to say before the giggles came. They melted together, the girl and the boy, and suddenly they were back where they had started, with the future hanging before them, theirs for the picking.

—THE END



Dotted line shows where "Miss X" had a cluster of 3 troublesome blackheads before treatment.



First cleansing her face with a penetrating whipped cleansing cream, "Miss X" applies masque.



After 15 minutes, 4 of the blackheads are rinsed away with the masque. (See photos below).

Skin specialist develops home treatment that RINSES AWAY BLACKHEADS in 15 minutes

by CLAIRE HOFFMAN

A LEADING New York skin specialist has developed a simple medicine home treatment that rinses away blackheads and whiteheads in a matter of minutes.

I saw it demonstrated recently on five women and two teenage boys. The results were almost breathtaking. Blackheads really rinsed away. In fact, many could be seen on the cleansing tissues that finished each treatment.

But this wasn't all! I saw enlarged pores reduced, and rough, muddy complexions made clearer, clearer and smoother-looking. In the case of two older women, I saw flabby, sagging skin tighten and wrinkles flatten and fade. . . . After seeing these results, I can well understand why so many beauticians are now acclaiming this treatment one of the most important beauty discoveries of the century.

ANYONE can use it. The treatment starts with a thorough skin cleansing. A special laboratory-developed whipped cleansing cream is used that takes off not only surface dirt, but also softens and loosens pore-caked grime with its excellent action. It liquefies as soon as it is applied and floats the dirt right off your face.

After this is tissued off, a delightful mint-scented cream is applied. Within 2 or 3 minutes an absorbing agent called Argilla dries and turns this specially medicated cream into a plastic-like masque. As it firms and hardens, its suction action draws on waste matter in the pores.

. . . In 8 or 10 minutes you simply rinse the masque away with lukewarm water which dissolves it immediately. When you wipe your face, you can see blackheads and other pore "filler" actually come off on your washcloth. And your skin feels clean—really clean—and refreshed and smooth, like velvet!

THE third step in the treatment is an exhilarating application of a mildly antiseptic astringent—a facial "mint julep" that sponges and tightens emptied pores and leaves a protective invisible film that helps guard your skin against dust, dirt and re-infections for hours.

NOTHING else like it. Even after a single treatment, women who have been troubled by blackheads for years see a marked improvement. Many find it hard to believe their eyes. Some blackheads and whiteheads just rinse away. Others are softened and made ready to be drawn out by future treatments. Enlarged pores appear to be smaller. The skin looks smoother and firmer—feels fresher and more alive!

In short, after a single treatment taking only 15 minutes, you can expect to see results that normally you would not dare hope for even after many weeks. . . . but don't expect everything at once. Damage done by years of neglect can't be undone in a day. Yet with 3 or 4 treatments a week, you may confidently look forward to complexion improvements within 30 days. Then one



ENLARGED PHOTO of skin patch shows more plainly the 5 blackheads before the treatment.



SAME PATCH OF SKIN after treatment. 4 of the blackheads are gone, while the 5th has been loosened somewhat. Skin pores also appear smaller.

treatment a week—or every second week—will probably be all your skin will need to keep it clear, lovely and healthy looking.

The products used in this treatment are manufactured and quality-controlled by QUEEN HELENE. They are Queen Helene Whipped Cleansing Cream, Queen Helene Masque and Queen Helene Penetrating Astringent. The three items are sold as a complete skin and beauty kit for 3.98 plus tax. Quite a bargain when you think of what it will do for a person's good looks—and self-esteem!

SAKS-34TH

see blackheads "wipe off" on your washcloth



In only 15 minutes the gentle suction-action of your Queen Helene treatment "draws out" blackheads . . . and without any digging or squeezing.

- 1 First apply Queen Helene Whipped Cleansing Cream. This liquefies instantly on your skin and softens pore-caked dirt with its rapid emulsion action. You tissue off all but a thin film which prepares your face for the masque.
- 2 Now smooth on the Queen Helene Masque. As the absorbing agent, Argilla, in this plastic-like cream makes it harden into a masque, its drawing action gently pulls out blackheads and other pore impurities.
- 3 After about 8 or 10 minutes, rinse off the masque with lukewarm water. It dissolves in seconds. Then apply Queen Helene Mint Julep Astringent—a special penetrating antiseptic that helps close emptied pores, tones up your complexion, and gives protection against dirt for hours.

Results Are Guaranteed

Examine your face before and after treatment. You should see a startling difference. Some of the blackheads should be gone and others loosened for removal by future treatments. These results are guaranteed or your money will be refunded.



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Economical Size 5.95^{plus} tax

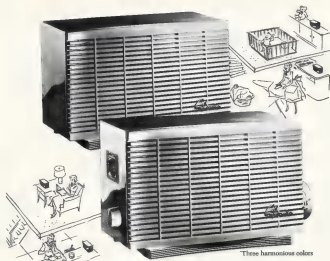
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ade especially for do-it-yourselfers,
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If you're the fragile, helpless type of girl, these clothes aren't for you — they're designed for rough, tough wear by hard-working women.

They're all made of denim, the traditional American work fabric; they're loaded with pockets and tool holders; they're washable — and, above all, they're good-looking, designed by manufacturers who are anxious to provide attractiveness as well as practicability. All these outfits will be shown, among others, at the Do-It-Yourself Show which opens in New York on April 23.

The hickory-stripe side-buttoned homework dress at the left is made by the Shelby Mfg. Co. in both misses' and women's sizes. Worn with it is a denim bandana-pocket apron by Midge Grant.

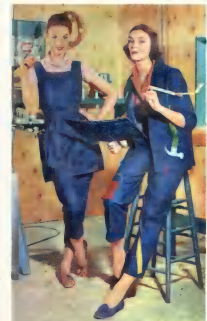
Below, left: goldminer pants with a gold-stitched blue-jean tunic top by Ethel Novello of Korday Sportswear. Next, also by Korday, is a short blue overall playsuit with a goldminer-stripe box jacket.

In the picture at the right, below, our first girl wears sleeveless, jump-in overalls with a Bermuda-length full-wrap apron. These are by Johnston, Inc. of Dallas.

The last outfit, by Blair Sportswear, includes blue denim slacks and jacket, both appliqued with vivid chiniz tooth. The denim Levi moccasins are by Joyce. All other shoes from Pappagallo.

—JOAN RATTNER

Worktime Courtesy of Gahane & Newman, Westport, Conn.



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Bea Mitchell

BIG BITE: Have tastes changed in 50 years?

Quiz 'Em

Questions and answers from the news

By TOM HENRY

Modern Menu . . . The average American eats about the same amount of food as he did 50 years ago, but his tastes have changed. What do we eat more of today?

More meat, eggs, poultry, fish, fruit, according to the U.S. Dairy Association. Potato, flour and cornmeal consumption has been cut in half. —R.R., Jennings, Mo.

Traffic . . . How many families in the U.S. will have two cars by 1960?

An estimated 7,500,000. And about 300,000 lucky wives will get cars of their own this year.

—J.E.H., Allentown, Pa.

Soft Spot . . . What unusual assignment has Airman 1/c Serge de Gastyne, of Bolling Air Base, received?

Assigned to the Air Force Symphonic Band, he has been ordered to stay home and do nothing but compose music. —B.W., Rochester, N. Y.

Too Much . . . How many pounds of excess fat are carried around by the nation's 41,250,000 overweight persons?

770,000,000 pounds or 40,000,000 pounds more than the weight of the Empire State Building.

—Mrs. P.B., Beaverton, Ore.

NOTE: We will pay \$1 for a correct and clever word in this column. Questions are based on current news, and clipping of news items will accompany answers. Address: Tom Henry, 7302 WIDE, 420 Irvington Avenue, New York 17, N. Y. Unaccepted contributions cannot be acknowledged or returned.



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GUIDE: Helen's business is thriving. You don't get to inspect a 42-room house every day

Little Girl, Big Castle

This 12-year-old is earning college tuition by showing visitors
her strange home on the Hudson



"PRINCESS" waters castle garden

As surprising as any fairy tale is the story of resourceful 12-year-old Helen Chmela.

She lives in a crumbling old castle commanding the sweep of the Hudson River from a lonely hill-top in Garrison, N. Y. On fair days the little "princess" awaits travelers, and for her services as a guide collects coin of the realm, 25 cents.

The castle was built in 1917 by an eccentric millionaire who died without ever living there. Helen's parents, Mr. and Mrs. Anton Chmela, bought the deserted building for a fraction of its cost, and set up housekeeping in a turret. They hoped the "Private Property" signs would be heeded, but the lure of the towering 42-room Moorish-Italian mansion was too great, and people kept chipping off souvenirs. Helen has changed all this — now the visitors pay, and don't chip.

After guiding me through the castle one sunny day, the "princess" told me what she does on rainy days — retires to her counting house where bank books list over \$1,000, set aside for college tuition.

— JACK STEWART

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Styron colors. Think how proud you'll be... think of the work you'll save when your dream kitchen comes to life with this smooth, easy-to-clean beauty. Guaranteed plastic wall tile—made of Styron by reputable manufacturers and sold only by certified dealers—is your most practical wall covering buy. THE DOW CHEMICAL COMPANY, Midland, Michigan.

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DOW



TOP LEFT: All-day suit with short-cropped jacket buttoned all the way up to a tiny collar and bow-trimmed at back. Skirt is slim and straight. Of imported cotton in brown, black and white print. Under ninety dollars. By Jablow. At Henri Bendel.

ABOVE: Toast-color costume made of Dupioni silk has short jacket, double-breasted, double-collared. It buttons into shape over scoop-necked dress of the same fabric. Three hundred and ninety-five dollars. Bernard Newman for Bergdorf Goodman.

AT LEFT: New in a French cotton knit, suit in two tones of gray and white checks. Notched collar and very short sleeves for jacket with white silk lining. Marie Sans and Prusan. One hundred and fifty-five dollars. At Ganther Jacquel.

Summer Suits

Summer suits are really extensions of summer dresses. They are not only made of dress fabrics—cotton knit, cotton print, shantung and silk crepe, but they have the soft touches more characteristic of a dressmaker than a tailor. Short jackets, short sleeves, cut-away necklines and a new hood convertible into a cowl collar make them perfection for travelers with no primping time. Skirts are still skinny but foreshadow fall with kick pleats or some kind of easy back fullness.

EUGENIA SHEPPARD,

Women's Feature Editor



ABOVE: Attached back panel is point of interest on flap pocketed jacket of slim-skirted suit. Silk Pesante the color of champagne. Marquis. One hundred and fifty-five dollars. At Bonwit Teller.



AT LEFT: Navy blue double silk remains for suit with enveloping cowl that becomes a hood. Tiny self bow at high-buttoned neck. Rex Zuckerman. Two hundred and thirty-five. Saks Fifth Avenue.

*Photographs by Joseph Santoro
at Goldstein House*

*Men's White Jewelry • Hats by Quinlan
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Bettye Ann Arnold



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Today's Living

Cooking Clues For Newlyweds

Kitchen tyros learn
tips from experts at the
Herald Tribune Brides' School

By ISABEL A. McGOVERN



GOOD equipment simplifies tasks

An old saying—"what makes wives turn slowly gray, is what to cook each blessed day"—was the basis for one segment in the food session of this year's Herald Tribune's School for Brides. To help our junior homemakers over the preliminary rough spots, three speakers, experienced in food problems, gave their "clues for cooks."

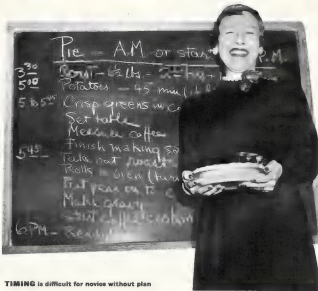
Tools Of The Trade

Some cooking clues dealt with the speeding up of meal preparation. A well-rounded cooking vocabulary is a big help; a basic cookbook is the source. Knowing the terms for such steps as blending, dicing, folding and kneading make it easy to follow a recipe.

Every efficient cook needs certain tools for her

trade. A selective variety of trusty food preparation and cooking utensils can make the difference between frustrated and serene kitchen activity. Rubber scrapers, or spatulas, clean out bowls and often take the place of a spoon in mixing. A vegetable peeler pares in a whisk. A pastry cloth and rolling-pin cover eliminate sticking and toughness. Accurate measuring equipment affects the success or failure of a recipe. A set of measuring spoons is a must; nested measuring cups are ideal for dry ingredients. To measure liquids there's the cup with a pouring lip. Thermometers for meats, candy and frying assure correct degree of cooking.

There are other items, too, which contribute to ease and good results. A timer eliminates clock-watching; its bell is a signal which can reach many



TIMING is difficult for novice without plan

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3. Perfumed, Ventilated Latex Foam in Heel, Arch and Ball.

Try this modern miracle of walking men that air-cushions your feet from toe to heel. It's the most luxurious comforting feeling in any shoe. Show for size and reason. Can be changed from one pair of shoes to another. At Drug, Shoe, Department, 5-116 Blooms.

Dr. Scholl's AIR-PILLO Insoles

Personalized Patterns

A THIS WEEK Special:

Herbert Sondheim

designs a

Graduation Dress



FOR YOUNG GIRLS, size 5 to 17, who want to be a hit this June or at parties during the summer



The girl graduate is going to look extra special this June if she (or her mother) gets to work right now making this dress designed by the famous Herbert Sondheim. The dress is wonderful in white, or it can be made in a pastel shade and worn later for parties. It's perfect, too, for confirmation, and not as difficult to make as it looks. There's a cool square neck with lace edging and puff sleeves. The bodice is trimmed with lace and tucking; the skirt has released side pleats forming an inverted pleat at the center front. Fabric suggestions: voile, batiste, novelty cottons, shantung, crepe or silk taffeta.

—JOAN RATTNER

Clip This Coupon For Your Own Personalized Pattern

To This Week Pattern Service, Box 786, General Post Office, New York 1, N. Y.

Please send me pattern A-2028 (Graduation Dress)

I enclose \$1.00 for regular delivery
or \$1.25 for air-mail delivery

I have studied the chart and need the size circled.

Name _____ Please Print _____ Street _____
City _____ State _____ Zip _____

Size 5 7 9 11 13 15 17

Bust 31½ 32½ 33½ 34½ 36 37½ 38

Waist 21½ 22½ 23½ 24½ 26 27½ 28

Hips 32½ 33½ 34½ 35½ 37 38½ 40

Length* 15½ 15¾ 16 16½ 16¾ 16¾ 17

(*Drape of back to waist)

Kill bathroom odors fast with



Colgate's new Florient

Makes air smell flower-fresh

One Spray of Colgate's new Florient instant-action Air Deodorant quickly kills unpleasant household odors—cooking, smoking, bathroom, pets, musty closets, baby's room, and sick room. So get new Florient today at your grocery or drug store.

No wash • No wait • No waste
Guaranteed by Good Housekeeping



the sparkle that lies in your eyes!

Why tolerate dull-looking, reddish-streaked, tired-looking eyes another instant? A few drops of EYE-GENE, recommended by eye specialists for over 20 years, will cleanse, soothe and refresh your eyes in seconds. Safe, sure EYE-GENE with Laxatol is both an eye bath and lotion, crystal-clear and stainless. Celebrities use EYE-GENE daily. Why don't you? In handy dropper bottles—60¢ and \$1 at all drug counters. Also in Canada.





Gentleness makes friends

NEW friendships are often born of gentleness. That's why today's new Philip Morris, made gentle for modern taste, is being welcomed by younger smokers everywhere. Enjoy the gentle pleasure — the *fresh unfiltered flavor* — of new Philip Morris. Ask for it in the smart new package.



New Philip Morris...gentle for modern taste

Continued from page 9



His Job: Know something about his work, so you can be a sympathetic listener. Help him where you can with time-consuming details: a salesman's wife can mail out reminders, keep his accounts straight. A writer's wife can type his manuscripts. A lawyer's wife may help him on research.



His Home: Insist that you live within his income. Sounds trite, but it's one of the really key points corporations observe in picking executive material. Few men are strong enough to return to a home where there is constant worry about money and still produce constructive ideas at the office.



Business Entertaining: A certain amount is necessary. Don't resent it, because your husband's business associates will sense your negative reaction. As for his bringing home last-minute dinner guests—sorry, but the experts say he should feel free to do this at least occasionally.



Office Politics: Don't get entangled! It's bad enough that he has to get involved in this sort of thing occasionally himself.

More Ways a Wife Can Help Her Husband

executive." Declares William J. Biehl, president of the organization: "This and other research we've done show conclusively that a wife can be an essential factor in her husband's progress and development in his career."

Because of this, more and more large companies have taken a keen interest in a man's wife and home. All over the country, in various occupations and on various levels, bosses, hiring officers and even schools are going all-out to enlist the aid of the woman behind the man.

Life-insurance companies, for example, are in a campaign to reach the salesman's wife. A stream of pamphlets and special articles is flowing out to the homes of insurance salesmen, earnestly informing the women that:

- The roast often will get cold while husband tries to nail down an elusive prospect, so please don't get angry when he finally comes home. Bear in mind, rather, that if he quit trying and arrived on time, there mightn't be any roast in the first place.

- Asking John to drive the children to school to save you time can cost the family \$4 in lost commissions. Chores that take longer run a good deal higher.

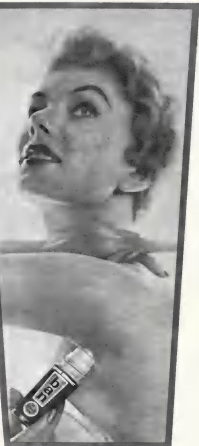
- A survey just taken among successful insurance men revealed that most regarded a "peaceful morning send-off" of prime importance. The Connecticut—Continued on next page



His Morale: Muriel G. Garrett of Billings, Mont., sums this up admirably in just one little sentence in a pamphlet published for insurance men's wives: "Rejoice, but don't despair with him." In other words, when the going gets turbulent, a confident wife can be a man's best shock-absorber.



His Health: He's a big boy now, so don't baby him. All the same, without being obvious about it, help him watch out a bit.



A new kind of deodorant

ban
rolls on!

More effective than creams, easier to apply than sprays!

BAN lotion deodorant actually rolls on... with a little revolving ball in the top of the bottle. This waste-proof, drip-proof applicator automatically spreads on just enough lotion to check perspiration... stop odor for a full 24 hours. BAN is safe for normal skin; won't damage clothing. Get BAN today—wherever fine toiletries are sold—98¢.



ANOTHER FINE PRODUCT OF ARISTO, HYDRA, BAKERS OF SUEBING AND FRAMA

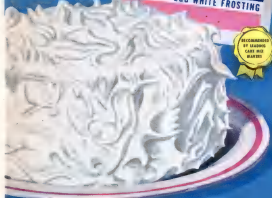
*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

Continued from preceding page

MORE Country Fresh Egg Whites

in
every
Package!

VANILLA OR
CHOCOLATE



7-MINUT Fluffy FROSTING

NEW BOILED FROSTING
MADE WITHOUT BOILING!
NO COOKING —
JUST WHIP AND SPREAD!

FREE!
booklet showing codes for
all occasions! Send name
and address to 7-MINUT,
Dept. TW 4-557 Fifth Avenue,
New York 17, N. Y.

NEW ICE BOX DESSERT

Fluffy Angel Pie



No cooking, no baking! Just
mix and serve! Delicious egg-
white filling and crunchy graham
cracker crust in one box! Lemon
or Vanilla flavor. Try it today!

One Big Firm Urges:

"Write Your Wife"



CAREER expert Sauer

cut General Life Insurance Co. of Hartford warns: "The sale could be won or lost at the home breakfast table."

Some firms are going even further to make certain that wives understand what their husbands go through on the job. For example, the Revlon Products Corp. of New York, convinced that when a company hires a saleswoman it hires his family as well, now conducts a series of "wives' clinics" in key cities. Company executives explain all problems from complexities of inventories to why Joe gets home so late at night, too tired to go dancing. At the latest clinic, a wife wanted to know why her traveling husband wrote home so infrequently. The result was an immediate directive to salesmen on the road: "Write your wife more often!"

Wives play especially crucial roles in influencing the careers of men whose jobs transport their families from familiar surroundings, as in politics, the ministry, the diplomatic service and foreign commerce.

Outside Phoenix, Ariz., is a unique school which is doing pioneer work in this field. It's the American Institute for Foreign Trade, which for the past 10 years has been training young people for overseas careers. It offers two and four-semester courses of practical training in foreign trade, languages and area studies to fit graduates for executive-level jobs abroad with the government or private industry.

Declares Carl A. Sauer, president of the Institute: "The No. 1 cause of a man's broken career in this field is the wife who cannot or will not adjust to circumstances in living out of the country."

He tells of one young woman whose husband got an excellent job as representative of an American oil company in

Venezuela. She came down from St. Louis, but even though the firm provided excellent housing, post-exchange shopping facilities and a country club, she was unhappy. "The plain fact," says Mr. Sauer, "was that Venezuela wasn't St. Louis." Eventually, her husband had to chuck his job, take her home and begin anew in another field.

To prevent career disasters such as this, the Institute is now actively preparing wives, as well as their husbands, for living in foreign lands. Courses in languages and national culture are given free of tuition charge to the women.

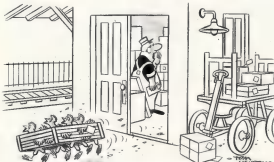
Wives' Attitude Counts

Has it worked out? Unquestionably, says Mr. Sauer: "The firms which have hired graduates have noticed that the turnover rate on the job is significantly lower than the general turnover rate for foreign work, and this is attributed in large measure to the attitude with which the wives of graduates accompany their husbands overseas."

The higher a man climbs up the ladder, the more important does his wife's participation in his career become. When he gets to be a candidate for an office up in the executive suite, her qualifications are considered almost as essential as his. In fact, declares John L. Handy, president of Handy Associates, management consultants who have recommended hundreds of men for high-priced positions: "I don't know any large firm which will engage a man for a top post without seeing him first with his wife."

It works this way, says Mr. Handy: "A company needs a vice-president. A candidate is finally selected, whereupon the firm president will insist that the prospect and his wife spend a week end at the president's home, or he will

Continued on next page



"Where'd you put that crate of chickens, Andy?"

New Miracle for "Weary" Nylon

Blu-White with Miracle Nylons
Whitens, Brightens all Nylon
and other Wonder Fabrics!

Your nylon slips, blouses...
wash them in your washbowl,
using only new Blu-White
Flakes! Right before your eyes—
whites get whiter, colors get
brighter! After 3 washings with
Blu-White, they'll actually look
whiter, brighter than new!

For regular washes, there's also
a Magic Bluing in Blu-White.
These new thin, instant-dissolving
flakes blue unlike they wash.
As kind to hands as beauty soap.

BLU-WHITE ...
wonderful for all washables
... magical for nylons!



GET NUACE CARE!
Creams, lotions, serums... no also
for every man—give them NUACE
care! NUACE: Moisturizing Cream and
Aftershave keep your skin healthy—
soft, smooth, so beautiful—let you get
traditional 100 or 150 packs, 12 colors.
Photo, drug, dept., 4 & 100 stores.
A.C. Art Co., Reading, Mass.



Reset them with New Plastic Wood.
Makes a permanent fix that won't
crack, chip or peel. New Improved
Plastic Wood has a finer grain—mini-
mum shrinkage! Takes stain.



**Everything's Better
with
Blue Bonnet on it**

**Better for
FLAVOR!
NUTRITION!
ENERGY!**

YOUR WIFE IS YOUR BUSINESS PARTNER

Continued from preceding page

**Send Him
Off Happy!**



go to theirs." What's he looking for? Primarily for good family adjustment, for a happy home and an encouraging wife. During any part of the screening process, men may be passed over because their wives are too flirtatious, incorrigible gossips or drink too much.

"An executive," Mr. Hardy explains, "must maintain an emotional and temperamental balance. If he has the problem of a dissatisfied wife, he cannot face his work with balanced judgment. He will often falter, eventually fail."

A happy household and business success go hand-in-hand, according to the George Fry survey of what makes an executive get ahead. It revealed that less than three per cent of the men studied had divorced parents while 95 per cent of top bosses led happy home lives.

Incidentally, the rising importance of the "company wife" has caused the growth of a social system which is not without some nettlesome factors. Women are starting to complain that their lives are no longer their own. As one put it: "Every time I go somewhere with Dick, I feel I'm being sized up and my credits and debits checked off."

Nevertheless, the fact remains that in all fields and levels a wife counts heavily in shaping her husband's success. How, then, can the propel him ahead? Experts have some important tips, but first they caution women not to react to extremes some of the time-honored virtues accepted as leading to the top. Don't be, they warn, any of these:

The overambitious wife, who prods her man beyond his endurance and often beyond his abilities.

The oversolicitous wife, who looks after her boy so well that he gets used to having things done for him, thus losing initiative.

The too-candid wife, who is determined to bring out the best in her husband by telling him his faults, straight from the shoulder — "for his own good." Instead of being a help, as she imagines, she's actually a terrible nagger.

And just one final thought, which may be the most important one of all:

If the race gets rough, if the competition begins to frazzle both of you, if family closeness is being lost in the frantic whirl toward success, stop and take stock. There are many wonderful things which can lose. Fine friends, good fun and a richly rewarding life can be had even if your husband isn't chairman of the board.

—The End



"You're a real friend, Duke!"

Make Your Hair 5 ways lovelier

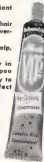
Use
Wonder-Working

Alberto VO!



**AMAZING LANOLIN-RICH
DRESSING AND CONDITIONER
DOES WONDERS FOR HAIR**

- Gives hair brilliant lustre and beauty
- Reconditions dry hair... softens hair... over-stressed hair
- Neutralizes the scalp, removes dandruff
- Makes hair stay in place after shampoo
- Makes hair easy to manage for perfect all-day grooming



For years ALBERTO VO! has been the favorite of Hollywood stars, and now you can share this important beauty secret. Between-gits to your beautician, give your hair the professional care she recommends. You'll be thrilled the way your hair will take on new beauty with wonder-working ALBERTO VO!



Men and children love ALBERTO VO! too for daily hair grooming

It's extra-rich... it's concentrated... it's sticky... it's great!



At exclusive counters everywhere
ALBERTO-COOPER COMPANY, 31 Madison
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WITH OAR, Seaman Apprentice Gomes stirs soup

How America ~~X~~ eats

Chow Aboard The Leyte

Giant carrier claims the best food in the Navy

By CLEMENTINE PADDLEFORD

This Week Food Editor



BROOKLYN, N. Y. "The Navy too, travels on its belly." It was Commander Winfield G. Knopf, Supply Officer on the aircraft carrier U.S.S. *Leyte*, talking. He was telling me about a new kind of variety menu being tried out for chow preparation. "Revolutionary," he said. My meeting with the Supply Officer was at a little dinner party in New York City the week the *Leyte* came into the Brooklyn Navy Yard to settle down for a five-month overhaul.

"Come and see how the American bluejackets eat," invited the young commander. "The food maybe doesn't equal that Waldorf fare," he said dipping into the Lobster à l'Américain. "But the *Leyte*," he said proudly, "is called the best feeder in the Fleet."

The idea appealed to me, eating a meal on this giant

carrier with 1,300 sailors from every state in the Union. It's a monster of a ship, a floating city. On maneuvers it can carry 3,000 men.

"Only one other ship in the Fleet has anything like our variety menu," my dinner companion was telling. "We give three choices of meats, at least four vegetables, a half-dozen salads and the same goes for pastries and desserts."

"That must cost the Navy plenty," I said.

"It's just the other way around," came the quick answer. "We save the Navy cash. Little food is wasted, the men lap it up." The real bragging point about this new psychology in mass feeding is that variety has paid off in a 100 per cent morale boost. The constant griping at meal time has completely stopped. *Leyte* men come up from the mess decks wearing satisfied smiles.



1¢ Sale

**ONE
CAKE
ONLY**
WHEN YOU BUY 3 CAKES
AT USUAL PRICE
NO COUPONS REQUIRED

SWEETHEART SOAP



The Soap
that AGREES
with Your Skin

Here's Why We Offer You THE BEST SOAP BUY IN TOWN!

We're saving you dimes, quarters, half-dollars in this big sale for one simple reason: to introduce you to pure, mild SweetHeart Soap. For we know—once you change to SweetHeart—you'll never go back to your old brand. SweetHeart is preferred by 9 out of 10 leading cover girls. Beauty is their

business... beauty is every woman's business. So see how the beauty of your skin comes to life when you change to thorough care—with exquisite, fragrant SweetHeart. Today, while 1¢ Sale packs last, get regular and bath-size SweetHeart. Stock up. The more you buy... the more you save!

REGULAR SIZE and BATH SIZE, TOO!

STOCK UP during this GIANT 1¢ SALE!

On a cold March morning, I climbed what seemed a million steps to the *Leyte's* flight deck. It stretched as long as three football fields laid end to end. Then to the quarters of Captain H. T. Johnson, U.S.N., commanding officer of the ship, to be welcomed aboard. Next down into the heart of the 33,000-ton war vessel to the Commissary Department to the office of Chief Commissaryman Thomas K. Johnson. We were off—sightseeing the galley. I counted 59 men cooks at work on the midday dinner. We looked into the salad-making department, the butcher shop, the bakery. The frozen-food locker held vast supplies of finest meats, frozen fruits and vegetables. "Beautiful eating," I said.

Something For Everyone

"Just good food isn't enough," Chief Johnson replied. "You need good recipes and these we have in quantity amounts for 100 portions sent out by the Provision Supply Office in Washington. But even the best of food and the most excellent recipes," he explained, "had failed to keep the men happily fed. The secret lies in the final menu planning and choosing dishes men like. And variety; so everyone gets something to his satisfaction."

Warrant Officer James T. Hixson, of the Commissary Department, spoke up to tell us that "Johnson here takes those headquarters recipes and juggles them around to make meals better than most restaurants serve. Monotony is avoided like the plague. No one on the *Leyte*," Mr. Hixson said, "can predict what will be served the next meal." And a little bashfully he added, "We try to fix things to look right pretty." J. L. Cooke, galley captain, emphasizes garnishes and sauces. Example: ham steaks were on the menu the day I visited. Each came decorated with a brown-sugar-glazed pineapple ring, a twig of parsley in the center. Mess men serving plates on the cafeteria line are taught



HAPPY SAILOR, Yoman 3/c Leonard Adams, discusses menu with Commissaryman 1/c James Cooke

to place each portion where it belongs on the tray — no slopping it on.

Now Chief Johnson was spreading out the week's menus for me to see. "Know how we know what they want? We study the garbage. Stuff that's left over is a money waste. We plan meals around the dishes that being the plates in clean. There are figures to show that in the nine months since variety menus have been tried,

the garbage loss has been reduced by almost one-fourth."

There are as many tastes as there are tongues, and tastes vary on different ships, Mr. Johnson told me. But in general, on the *Leyte*, all the men want meat, any meat, except lamb. Steak is the great stuff, so is the roast beef and ham. Chicken and turkey get the nod. Fried shrimp is king among the shellfish. Chile con carne has a high rating but — *Continued on next page*

THIS WEEK'S NABISCO FEATURE

A double-iced
"COOKIE-CAKE!"

NABISCO DEVIL'S FOOD SQUARES

Not just one, but two yummy icings on NABISCO DEVIL'S FOOD SQUARES! The center is rich-tasting devil's food, then comes the sweet marshmallow icing... and all around that is the luscious chocolate-y icing! Couldn't be better!

NATIONAL BISCUIT COMPANY



NABISCO SUGAR WAFERS — the original party "special" with the very best filling!



NABISCO VANILLA WAFERS — flavored with pure creamery butter! Delicate, crisp, best!



"Let them have another, Mother, they're pure NABISCO cookies!"

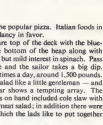


CHOW ABOARD THE LEYTE

Continued from preceding page

They Prefer Tomatoes

SLICING HAM for the boys:
Commissaryman 2/c Langley



of late is losing place to the popular pizza. Italian foods in general are on the ascendancy in favor.

Pasta, corn, tomatoes are top of the deck with the blue-jackets. Beets are at the bottom of the heap along with Brussels sprouts. There's but mild interest in spinach. Pass the potatoes in any style and the sailor takes a big dip. Potatoes are served three times a day, around 1,500 pounds.

Sure the Navy eats its salad like a little gentleman—and in variety! The salad bar shows a tempting array. The day of my visit, the salads on hand included cole slaw with pineapple and macaroni-meat salad; in addition there were platters of snack sticks which the lads like to put together to suit themselves.

Ice cream is in the stratosphere when it comes to desserts and the Navy loves cake, chocolate cake, Mom! Milton Harp, Commissaryman First Class, in charge of the bakery, has discovered that the men prefer cream pies to fruit pies, so he dishes them up about four times a week.

There are always cookies. I asked to borrow a recipe for a 200-batch of Cry Baby cookies, this the ship's favorite. Better clip and file for quantity production when baking for church bazaars. Suggest this Chicken Cacciatore next time you are chairman of the church-supper committee.

Chicken Cacciatore

- | | |
|----------------------------|----------------------------|
| 2 pounds, 5 ounces onions, | 10 tablespoons salt |
| chopped | 3 tablespoons chili powder |
| 1 pound, 12 ounces green | 4 teaspoons thyme |
| peppers, chopped | 5 bay leaves |
| 1/2 cup chopped garlic | 60 pounds frying chicken, |
| 1 pint salad oil | cut in eighths |
| 4 No. 10 cans tomatoes | 5 pounds sifted flour |
| (2 1/2 quarts) | 1/2 cup salt |
| 1/2 gallon water | 1 tablespoon pepper |

Stand onions, green pepper and garlic in oil until tender. Add tomatoes, water, salt, chili powder, thyme and bay leaves. Simmer about 1 1/2 hours. While sauce is cooking, dredge chicken in the flour which has been seasoned with salt and pepper. Brown chicken in deep fat (350°F.) approximately 10 to 15 minutes. Arrange in roasting pans and cover with sauce. Place cover over pans and bake at 325°F. for about 1 hour, or until tender. Yield: 100 portions.

Cry Baby Cookies

- | | |
|------------------------------|---------------------------|
| 2 1/2 cups shortening | 1 tablespoon baking soda |
| 2 1/2 cups sugar | 8 ounces shredded coconut |
| 2 cups molasses | 1 pound walnuts, chopped |
| 4 eggs, well beaten | (optional) |
| 9 1/2 cups sifted cake flour | 1 pound (3 cups) raisins |
| 2 tablespoons baking powder | 1 pint milk |

Cream shortening and sugar; add molasses and eggs. Sift flour, baking powder and soda. Combine with coconut, nuts and raisins; add to sugar mixture alternately with milk. Drop by tablespoonfuls onto greased baking sheets. Bake at 375°F. for 10 minutes. Yield: 17 dozen cookies, or 100 portions (2 cookies each).

JAPANESE DISH—tempura—comes next week, fish and vegetables better-dipped and deep-fat-fried.

New Way to Wash Face

IMPROVES
SKIN
AMAZINGLY



Blemishes Gone—Baby-Soft Skin Returns in 7 Days

Wash no more over ugly blackheads, externally caused pimples, baby dryness, oily shine, blotchy skin troubles, doctors say, are due to improper cleansing, using wrong soaps.

See thrilling result! Lather-massage a full minute morning and night with Cuticura Soap—mildest of all leading soaps by laboratory tests—only soap superperfumed and mildly medicated to maintain the natural moisture and normal, healthy acidity of the skin. Use emollient Cuticura Ointment nightly to soften and stimulate as it helps repair damage to neglected skin. See exciting new softness, smoothness, freshness—often in just 7 days! Get Cuticura at drug counters today!

Send 25c for "Good Looks Kit" containing trial sizes Soap, Ointment, Medicated Liquid. Address Cuticura, Dept. TW-46, Malden 48, Mass.

Cuticura

Proved Way to
Lovelier Skin

Run-down because of
Tired Blood?



FEEL
STRONGER
FAST

If you feel tired and run-down, your trouble may be due to iron deficiency anemia. We call it Tired Blood. To feel stronger fast take GERITOL, the high potency tonic that begins to strengthen iron-poor Tired Blood in 24 hours. In just one day, GERITOL, iron is in your bloodstream carrying strength and energy to every part of your body. The tabloids contain twice the iron in a pinch of color's liver. Get GERITOL—liquid or tablets.



GERITOL
for Tired Blood

Grouchy? Out-of-Sorts?
Don't Blame Your
Age... It May Be
Constipation

After 35 your system naturally slows down. The laxatives you once used may no longer be best for you. What you should try is SERUTAN—the gentle, oil-vegetable laxative aid that helps put your system back on schedule. So, if you feel grouchy, headachy, out-of-sorts—don't blame your age. It may be constipation.

Take SERUTAN daily—and feel fine again! Get SERUTAN, Extrelaxer or powder at your drugstore.

SERUTAN
TAKES IN 15 MINUTES



has no harm. Is as safe as salt

DEEP HEAT
Relief from pain of
Arthritis, Rheumatism

Massage Menstruation Deep Heat Rub on the spot that's sore as needed. See how it's "taken up" by your skin. In 30 seconds you'll feel a flash of warmth right where it hurts. Almost instantaneously pressure is relieved. You want fast relief deep down—fast, fast, fast! Menstruation will refund every penny you paid postage.



STAINLESS!

Denture Wearer's
Dream Come True



Even after hot coffee, new cream Staze keeps dentures "light" up to 80% longer than powders—just think, up to 80% longer!

● This was proved by a famous research institute with tests on actual denture wearers who had been using old type powder adhesives. These folks said the new Staze was a "denture wearer's dream come true"—so will you. Staze at your drugstore's is new improved Staze. Get a tab today



Developed by a doctor—now used by millions of women

What a young family man should know about life insurance agents...



On the day a man first starts pricing engagement rings, life insurance usually becomes an entirely new, vastly important, but somewhat confusing subject to him. And since he's almost certain to want to talk to a life insurance agent sooner or later, it's a good idea for him to know something beforehand about agents and the product they sell.

For example, he should know that selling is only part of an agent's job. Mainly, he's a thoroughly trained advisor—an expert on some of the problems that most profoundly affect our lives. The product he offers, purely and simply, is financial protection. His mission is to help families achieve security—both now and for the long haul.

Unlike other jobs, the most important part of an agent's work comes *after* he has made the sale and helped a young family plan their program of protection. Then it becomes the agent's year-in, year-out duty to service and develop the program, to anticipate changing needs, to expedite payment of benefits.

Any New York Life agent will tell you that's the most rewarding part of his work, too. It's seeing a home saved for a young widow and her children . . . watching a teenager start off for college . . . seeing a man, possibly *you* someday, happily retired with an income for life.

Something else any young man certainly should know . . . he should know his New York Life agent.

NEW YORK LIFE
INSURANCE COMPANY

81 Madison Avenue, New York 10, N. Y.



THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Puzzle Page

Crossword — By ROBERTA H. MORSE

Across

- 1 Jack: a fish.
2 Quarry of Rembrandt's Old Man.
3 Chart.
4 Yarn for the warp.
5 Hired hand.
6 Battle-aid.
7 Astron.
8 Interstice.
9 Pluribus.
10 Diamond-shaped facet.
11 Am. cartoonist.
12 Avidward state of things.
13 Traze.
14 Fisherman as rascaler.
15 Depictions of the Last Supper.
16 Roof parts.
17 Crustaceans.
18 Divisible mite.
19 "To — With Love" J. D. Salinger.
20 Fraternities.
21 Bird.
22 "To — With Love" J. D. Salinger.
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Down

- 1 Copious.
2 Stella — star.
3 Bluen.
4 Scap or monk's choice.
5 Fish course.
6 Spoke.
7 Get along: 4 wds.
8 Combat arena.
9 Get another uniform.
10 Lad.
11 Lad.
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Diagramless Puzzles

21 x 21, By MARION MOESER

Across

- 1 Formerly.
2 Prince's.
3 Confirmed.
4 Doctor's diet.
5 Bused up.
6 Rival.
7 Gamblers.
8 Nuzzle.
9 To yackle.
10 Maria.
11 "Boy in Black".
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Down

- 1 Rising above.
2 Wounded.
3 "Boy in Black".
4 Lawrence.
5 Marooned.
6 "Boy in Black".
7 "Boy in Black".
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Solutions of Last Week's Puzzles

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21 x 21, By A. H. DRUMMOND Jr.

Across

- 1 Part of the U.S.
2 Steward.
3 Wizard.
4 Lacerations.
5 Tapestry.
6 Dians.
7 A religious
8 Crews.
9 Component.
10 Reversion.
11 Maple gums.
12 Warts.
13 Grated.
14 Sate.
15 Books by
16 Monk.
17 Tower abut.
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21 x 21, By A. H. DRUMMOND Jr.

Across

- 1 Part of the U.S.
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Down

- 1 Fr. summer.
2 Distinctive air.
3 Unconcerning.
4 Violent danger.
5 — and scapes.
6 Scent.
7 Bandleader.
8 Martha.
9 A prayer.
10 Work at.
11 Antenna.
12 Asseverate.
13 Noble Ital.
14 Sol. Gr.
15 Collet.
16 Scent.
17 Scent.
18 Scent.
19 Scent.

Cryptogram

BOAS HOHTV VIPER

AOBA PRZ AW SOER

TRSW PZZIE?

— By Archibald V. McLees

Last Sunday's Cryptogram

"Was not turn on rotten saw?"
stumps dour old palindromist.

Pear Crunch Pie

*Try this new idea
in fruit pies!*

PEAR CRUNCH PIE

Clip and file this recipe! - You'll want to bake it often!

Adapted from Senior Winner in
Pillsbury's 6th Grand National Recipe and Baking Contest
by Mrs. Russell B. Stehnski, Long Beach, California

BAKE at 425° F. for 20 to 25 minutes. MAKES 9-inch pie.

- Prepare...** Pastry for One-Crust Pie as directed on Pillsbury Pie Crust Mix or Pillsbury Pie Crust Sticks package.
- Fill.....** Peel into 9-inch piepan, loosely (do not bake).
- Blend.....** 1 cup sifted Pillsbury's Best Enriched Flour
3/4 cup firmly packed brown sugar
3/4 cup butter or margarine
3/4 teaspoon cinnamon and
3/4 teaspoon nutmeg until like coarse crumbs. Add
3/4 cup chopped pecans. Reserve for topping.
- Drain....** 1 No. 2½ can pear halves, reserving syrup;
- Combine** 1/4 cup sugar
2 tablespoons cornstarch
1/4 teaspoon salt and

- 3/4 teaspoon nutmeg in 2-quart saucepan.
- Blend in...** 1 1/2 cups liquid (pear syrup plus water if necessary), stirring over medium heat, stirring constantly, until thick and clear, about 5 minutes. Remove from heat.
- Add....** 1 tablespoon butter
1 tablespoon lemon rind
and 1 tablespoon lemon juice.
- Cut.....** the pear halves in half lengthwise, arrange in pastry-lined pan. Cover with the thickened pear syrup. Top with the crumb mixture.
- Bake....** at 425° F. for 20-25 minutes. Decorate with 6 pear halves. Cool. Garnish or serve with sweetened whipped cream.

Spicy, butter-pecan crunch tops a delicious canned pear filling...and you bake it in the flakiest of pie crusts...made so easily with Pillsbury Pie Crust Sticks or Mix

Just follow this easy, tested recipe and you'll have one of the most delicious and unusual pies that ever came to dinner!

To make your filling extra special be sure to use Bartlett Pears, the Pacific Coast Canned Pears that have a flavor all their own.

And for that flakier crust that makes the pie, Pillsbury gives you your choice of two sure and easy ways... either the regular Pillsbury Pie Crust Mix or the

Pillsbury Pie Crust Sticks. Just pick the one most convenient for you. Both are Chill-Blended by Pillsbury's exclusive process that blends flour and shortening at low temperatures in a way you could never duplicate in your own kitchen. Result: flakier crust, sure as can be... time after time. Get these makings at the grocer's on your very next trip and enjoy this new idea in fruit pies at your house.

Pillsbury PIE CRUST **STICKS** or **MIX**



"Conscience Doth Make Cowards..."

Shakespeare said it, and he never even saw Form 1040

By DON TOBIN



An important message to everyone who takes aspirin
for headaches, cold miserles, muscular aches



GET FASTER PAIN RELIEF WITH
BUFFERIN®
Acts twice as fast as aspirin!

Won't upset
your stomach!

Most people take
two tablets
as the usual dose

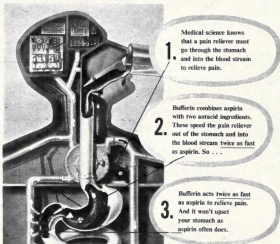


A PRODUCT OF BRISTOL-MYERS

Ask your own doctor about Bufferin's remarkable ability to relieve pain, about its freedom from harmful ingredients.

8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed of action. Bufferin has met the rigid tests a doctor demands of medicines used in his own practice.

NOTE: BUFFERIN became available to the medical and dental professions in October, 1948. Since then, EACH YEAR, HUNDREDS OF THOUSANDS OF PEOPLE have switched to BUFFERIN for fast relief of pain without stomach upset.



If you suffer from pain of arthritis or rheumatism, ask your physician about Bufferin

N

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Breck Hair Set Mist

A GENTLE, FRAGRANT SPRAY THAT HOLDS HAIR SOFTLY, BEAUTIFULLY IN PLACE FOR HOURS



Breck Hair Set Mist is a fragrant spray, gentle as nature's mist, yet its delicate touch holds your hair softly in place for hours. After combing, a few brief sprays keep the hair beautifully in place.

When it's time for freshening, a damp comb renews your waves - no respraying is necessary.

Breck Hair Set Mist provides a quick and easy way to make lasting pin curls, too.

Fragrant as a bouquet, Breck Hair Set Mist contains lanolin, which leaves the hair soft to the touch and brings out the natural lustre and beauty of your hair.

Beautiful Hair

B R E C K

Available at Beauty Shops, Drug Stores, Department Stores and wherever cosmetics are sold. 4 1/2 oz. \$1.25; 11 oz. \$2.00. Plus tax.